

## Message Text

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PAGE 01 MEXICO 09079 012157Z  
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W  
-----041354 012219Z /13  
P 012147Z JUN 78  
FM AMEMBASSY MEXICO  
TO SECSTATE WASHDC PRIORITY 0570  
INFO USDOC WASHDC PRIORITY

UNCLAS MEXICO 09079

FOR WELCH, BED/OIM

E.O. 11652:N/A  
TAGS: BEXP,MX  
SUBJECT: FY1980 PROMOTION EVENT SCHEDULE

1. POST HAS CAREFULLY REVIEWED PROPOSED COMMERCE FY80  
PROMOTION SCHEDULE CONTAINED IN REFTEL 5/16/78 AND  
OFFERS FOLLOWING COMMENTS:  
A. NOVEMBER 1979-COMPUTERS & PERIPHERAL EQUIPMENT.POST  
FULLY CONCURS WITH SCHEDULING THIS THEME. MARKET OUTLOOK  
CONSIDERED EXCELLENT, PARTICULARLY FOR MINI-COMPUTERS FOR  
WHICH MARKETING DEMAND IS GROWING. TIMING CONSIDERED  
APPROPRIATE WITH EVENT RECEIVING UNANIMOUS SUPPORT FROM  
ALL LOCAL REPRESENTATIVES SURVEYED.  
B. DECEMBER 1979-INDUSTRIAL ENERGY MANAGEMENT.  
WHILE POST CONSIDERS THIS SUBJECT STRONG THEME-PROPOSED  
REPEATING THIS PROMOTION AS MF/BSP IN VIEW OF MUCH  
STRONGER MARKET FOR CONSTRUCTION & MINING SHOW WHICH POST  
RECOMMENDS SCHEDULING AS TANDEM OFF-SITE SHOW WITH  
PETROAVANCE '80 EVENT SIMILAR TO 1978 DUO.  
C. FEBRUARY 1980-PETROAVANCE '80.  
POST RECOMMENDS REPEAT OFF-SITE PROMOTION SIMILAR TO 1978  
EVENT. CONTINUED EXPANSION OF MEXICO'S PETROLEUM INDUSTRY  
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IS EXPECTED TO FEED DEMAND FOR EQUIPMENT AND SUPPLIES IN  
ORDER TO MEET INCREASING PRODUCTION GOALS OF MEXICO'S  
STATE OWNED OIL COMPANY (PEMEX). ADDITIONALLY LOCAL AGENTS  
SURVEYED GAVE UNANIMOUS SUPPORT FOR TIMING AND PROPOSED  
SCOPE OF THIS TRADE PROMOTION EVENT.  
D. MARCH 1980-CONSTRUCTION & MINING EQUIPMENT.  
AS MENTIONED ABOVE, POST BELIEVES THIS THEME STRONGER

CANDIDATE FOR PROMOTIONAL SUPPORT AS PROJECTED CONTINUED MEXICAN ECONOMIC RECOVERY STIMULATES DEMAND FOR EQUIPMENT TO MEET WIDE VARIETY OF INFRA-STRUCTURAL DEVELOPMENT PROJECTS. MOREOVER, THIS DEVELOPMENT EXPECTED TO BE ACCOMPANIED BY STRONG INDUSTRIAL PLANT EXPANSION. ALL AGENTS AS WELL AS TRADE ASSOCIATIONS FULLY SUPPORTIVE OF REPEAT 1978 EVENT IN BOTH SCOPE AND TIMING.

E. MAY 1980-FURNITURE PRODUCTION EQUIPMENT.

PENETRATION OF THIS MARKET BY U.S. SUPPLIERS WAS INITIATED THROUGH 1977 TC SPONSORED PROMOTION. SURVEY OF AGENTS INDICATES GREAT INTEREST IN AND OPTIMISM ABOUT PRESENT AND FUTURE GROWTH OF THIS MARKET SECTOR. CONSENSUS AMONG KNOWLEDGEABLE OBSERVERS OF MEXICAN FURNITURE PRODUCTION EQUIPMENT MARKET IS THAT THIS THEME WOULD HAVE VERY HIGH POSSIBILITY OF SUCCESS. TIMING IS FULLY SUPPORTED BY SURVEYED AGENTS.

F. JULY 1980-GRAPHIC ARTS.

POST RECOMMENDS THIS THEME BE CONSIDERED IN PLACE OF LABORATORY INSTRUMENTS IN VIEW OF THE CONTINUED STRONG MARKET DEMAND FOR LATEST U.S. TECHNOLOGY IN PRINTING FIELD. POST BELIEVES TIMING IS APPROPRIATE FOR THIS THEME WHICH WAS LAST PRESENTED IN TC'S 1977 PROGRAM. SURVEY OF LOCAL AGENTS AND RELEVANT TRADE ASSOCIATIONS FULLY SUPPORT TC PROMOTION FOR JULY TIME-FRAME.

G. SEPTEMBER 1980-ELECTRONIC PRODUCTION AND TEST EQUIPMENT. INASMUCH AS POST HAS RECOMMENDED THAT PLASTICS PRODUCTION EQUIPMENT THEME BE INCLUDED IN FY'79 TC PROMOTION SCHEDULE, WE RECOMMEND THIS THEME IN ITS PLACE. SINCE INITIAL TC PROMOTION OF THIS THEME IN 1977, ELECTRONIC MARKET HAS CONTINUED TO EXPAND WITH PROSPECTS EXPECTED TO BE EXCELLENT. STRONG LOCAL AGENT SUPPORT FOR REPEAT OF THIS THEME WITH TIMING CONSIDERED APPROPRIATE BY ALL SURVEYED FIRMS.

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2. FY'80 ALTERNATE THEMES RECOMMENDATIONS FOLLOW:  
PROCESS CONTROL  
PACKAGING & FOOD PROCESSING  
MATERIALS HANDLING.

3. WOULD APPRECIATE RECEIVING COMMERCE'S ASSESSMENT ABOVE SCHEDULE RECOMMENDATIONS SOONEST.

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## Message Attributes

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**Concepts:** n/a  
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**Review Markings:**  
Sheryl P. Walter  
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